

ABSTRACT OF THE DISCLOSURE

A container holder assembly for removably receiving a product dispensing container having a flexible nozzle spout includes a wall-mounting back plate having a longitudinal axis and a container holder for receipt of the dispensing container hingedly attached to the back plate. The container holder has a through central bore for receipt of the dispensing container and the longitudinal axis of that bore is disposed at an angle with respect to the longitudinal axis of the back plate so that the container, when inserted, is disposed at an angle with regard to that axis and with regard to any vertical surface supporting the back plate. The product dispensing container is inserted into the container holder in an inverted condition so that the flexible nozzle projects below the container holder whereby, when the container holder is moved toward the back plate, the nozzle will contact a portion of the back plate and be deflected to dispense product. The back plate is essentially L-shaped in elevation and has a notch on its extending lower leg so that the nozzle is received within that notch and contacts the surface thereof to cause the deflection.